

An Analysis on Tourism Industry Development of Beach Resorts within Ayeyarwady Region

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Abstract

Chaungtha and Ngwesaung beaches are situated in the southwestern part of Myanmar within Ayeyarwady Region. It is located in Rakhine coastal region. These beaches are popular and attractive tourist sites in Myanmar after Ngapali Beach. The paper mainly focuses on tourism industry development. The objectives of this paper are to assess the basic tourism requirements, to assess on tourism development, to find out the perception of tourists and local people on tourism industry and to make a comparative analysis on the development of tourism industry within beach resorts. The research use both quantitative and qualitative methods. Primary data conducted by interviews and discussions with tourists, visitors, local people, hotel managers, authority and responsible persons of departments concerned. Secondary data are also applied in this research; these data are obtained from various departments. The importance of 4As in assessment on perception of tourists is presented in this paper. SWOT analysis is also employed for identifying the strength, weakness, opportunities and treats. This research paper examines the positive and negative impacts of tourism development for beach resorts. According to the interview method, foreign tourists more prefer Ngwesaung to Chaungtha because of natural scenic beauty of blue sea, white sand and lovely sun. Domestic tourists more prefer Chaungtha.

Keywords: Tourism development and Tourists perception

1. Introduction

Tourism industry has increased sharply over last two decades in Myanmar. The potential of Myanmar tourism development is related to Myanmar cultural and natural sites. Many economic sectors are developed after 1988 in which tourism plays an important role in Myanmar. After the introductions of market-oriented economy in 1989, tourism is becoming an important sector of social and economic driver in Myanmar and tourism is one of the fastest growing economic sectors and it is one of the world's biggest industries. Tourist industry has become one of the most important economic activities, especially for the developing countries for earning foreign exchange and creation of job opportunity. As transportation and accommodation facilities are advanced and modernized, travel around the world and within the country has been increasingly developed. In study area, good accommodation, accessibility and food are main attractions for foreign tourists. Environmental protection has become a major issue in the recent years. In general, most people realize that the planted has quite limited resources and therefore attempt to identify various methods which will enable it preservation. For many years, Chaungtha and Ngwesaung are among the most prominent tourists attraction sites in beaches resorts in Myanmar, after Ngapali. To assess the tourism development potential of the beach, this research focuses on the attractiveness of the beach, accommodation facilities, amenities, transportation and tourist arrival. Tourist industry has become one of the most important businesses in the region and earns a substantial amount of foreign exchange in beach resorts. Thus, it is necessary to do sustainable development because it is important for local economy

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and national economy. Thus, stake holders and local people should together undertake the necessary measure to become sustainable and responsible tourism.

2. Objectives

- To assess on tourism development
- To assess on the perception of tourists
- To make a comparative analysis on the development of tourism industry within beach resorts.

3. Study Area

Chaungtha and Ngwesaung beaches are situated within Ayeyarwady Region. Chaungtha beach is situated in Chaungtha Village Tract of Patheingyi Township within Ayeyarwady Region on the southwestern part of Myanmar. Chaungtha beach lies only about 40 km west of Patheingyi and 238 km away from Yangon by motor road. It is about five hour drive from Yangon. It is located at the intersection of North latitude $17^{\circ} 03'$ and East longitude $94^{\circ} 35'$. Visitors can add up Chaungtha beach before they wind up their trip to Myanmar. It saves both time and money. Chaungtha beach is mostly travelled by local visitor so it is recommended for the person who would like to enjoy the lively beach.

Ngwesaung beach is newly opened beach resort on the southwest coast of Myanmar in figure 1. It opened in the year 2000. It is one of the loveliest and most pleasant beach resorts in Myanmar. The beach is lies between North Latitudes $16^{\circ} 43'$ and East Longitudes $94^{\circ} 29'$. It is an unspoilt beach in Myanmar, about 48 km from the town of Patheingyi, and on the Bay of Bengal beautifully with its clear blue water.

4. Methodology and Data

Both primary and secondary data were collected from the office concerned and field survey. Primary data collected from field observations, using the randomly selected questionnaires with interviews foreigners, local people and sellers. Detail information is obtained from some persons by open-talks and interviews. Literature studies include various books, research papers, newspapers and journals. The data were collected from the study area through three field trips. The first field trip (December and January, 2013/2014), second field trip (April, 2014) and third field trip (August, 2014). During these three field trips-through open interviews, structure, unstructured interviews and questionnaires to local peoples, authority concerns, hotel and restaurant's owner, and visitors are conducted. For assessment of the tourism development are based on 4As and assessment on the perception tourists was assessed by questionnaires and interviews with five levels. The assessment on perception of tourism related basic requirement for Chaungtha Beach, questionnaires were supplied to 120 domestic and 120 foreigner tourists. At Ngwesaung Beach questionnaires are distributed to 90 for domestic and 90 for foreigner tourists. SWOT analysis examined on tourism development in beach resorts. The results of this analysis are support for regional development and tourism development. For illustration, analysis method, graph, topographic maps, Google map and digital photo were used. G.P.S was used where it is necessary.

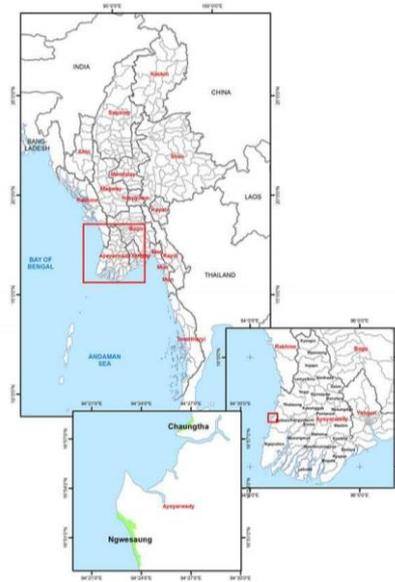


Figure 1. Location of beaches in Ayeyarwady Region
 Source: Myanmar Survey Department, Yangon

5. Assessment on the Tourism Development

The basic requirements for the tourism development are attraction, accessibility, accommodation and administrative, security and supporting services.

Attraction

Chaungtha Beach has been known before 1990. It offers combination of 5 Ss- sand, sea, sunshine, sunrise and sunset to the tourist year-round. The attractive places of Chaungtha beach are Phokalar, Thephyu Islands and Kyauk Maung Nhama. Phokalar Island and Kyauk Maung Nhama are more attractive for domestic tourists. Foreign tourists who take interest in nature are attracted to Thephyu Island who interest in nature. Phokalar Island, being one of the places nears the beach and easy to visit. Fifteen percent of total tourists are interested in Thephyu Island; it is a long way from the beach. Speed boats are available for rent.

Ngwesaung Beach is an unspoilt virgin destination, with crystal clear water and clean white sand. Beauty and distance of this beach may make very popular in near future. It is a very romantic beach, which stretches 15 km of white sand against the blue sea. It has many interesting places such as Bird Island, Snake Island, Lover (chit thu myar kyun) Island and Gawyingi Island. The most popular island is Chit Thu Myar Island that can be reached on foot in early mornings and afternoon for romantic moments. This is an extraordinary island because it is an island for a half day and part of the coast on another half day. All tourists can reach Lover Island. Only 0.5 percent of total tourists visit other islands. According to the interview, foreign tourists more prefer Ngwesaung to Chaungtha because of natural scenic beauty of blue sea, white sand and lovely sun.

According to Table (1) most of tourists are attracted by these places, seventy percent of total tourists are interested in recreation such as swimming, sun -bathing, walking and sitting on the beach and etc., twenty percent of total tourists are interested in attractive

places, five percent are interested in souvenirs things. Three percent are study local people behaviours and two are interested in food (sea food).

Table 1. Tourists interesting on the beaches

Beaches(recreation)	70%
Attractive places	20%
Souvenir things	5%
local people behaviours	3%
Food (sea food)	2%

Source: Based on questionnaires.

6. Accessibility

Accessibility is the most important element of the tourist product. A destination which has attractions, facilities and accommodations is not suitable for tourism promotion without accessibility. Accessibility is easy to travel between origin and destination. Transportation is one of the factors that help in the development of tourism. It is a main component at accounts for the development of the Ngwesaung and Chaungtha seaside resorts. Travel time and travel cost need to be reasonable, when compared to other competing destination. Ngapali, Ngwesaung and Chaungtha beaches are competing destinations within coastal area. Ngapali is accessible by air, car and water ways. Ngwesaung and Chaungtha beaches can be reached through Pathein-Ngwesaung road and Pathein -Chaungthar road. Therefore, all roads that lead to Pathein can reach Chaungtha and Ngwesaung. Moreover one of the major factors that help the development of Chaungtha and Ngwesaung seaside resorts is the construction of Yangon- Pathein highway. This way helps tourists from all parts of Myanmar to reach these two beaches easily. Before the construction of bridges, threerivers (Hlaing Tharyar, Nyaung Don and Pathein) were crossed through Z craft jetty. Therefore, it was about 12 - hour drive from Yangon to Chaungtha.

Chaungtha seaside resort was open in 1981; Pathein- Chaungtha motor road was opened in 1974. U-do Bridge that crosses U-do Creek is on Pathein- Chaungtha motor road. It was open in 1985, which helps to facilitate travel to Chaungtha and also helps to developed Chaungtha seaside resorts (Aye Myint, et.al,1995). In 1997, Pathein- Chaungtha motor road was upgraded to tarred road, which help to increase the number of visitors to Chaungtha. The Yangon-Pathein high way was constructed in 1986-87. On December 15, 1999 with the opening of the Bo Myat Tun Bridge there is no need waiting for Z craft anymore and it took only 4 hours to travel from Yangon to Pathein .With the construction of Yangon Pathein Highway and construction of transportation route in Ayeyarwady Region as well as in the whole country, there are many more visitors to Chaungtha year by year. (Yi Yi Cho, 2000) .Tourists also come from all parts of Myanmar in private cars or chartered car to Chaungthar and Ngwesaung.

7. Accommodation

Accommodation includes hotel, motel and guest house. In 1981, Chaungtha resource started, but until 1994 it was still very little developed. At that time there was no hotel and restaurant in the area and people used houses of local people to stay in Chaungtha beach. After 1994, there were only one state own hotel (Lie Lie) and 10 guest house in the beach. There was no private hotel. In 2013, the number of hotel increased to 21 and the number of guest houses to 33, one hotel is under construction in table 2 and figure 2. With increasing number of visitors, many hotels and guest houses were opened.

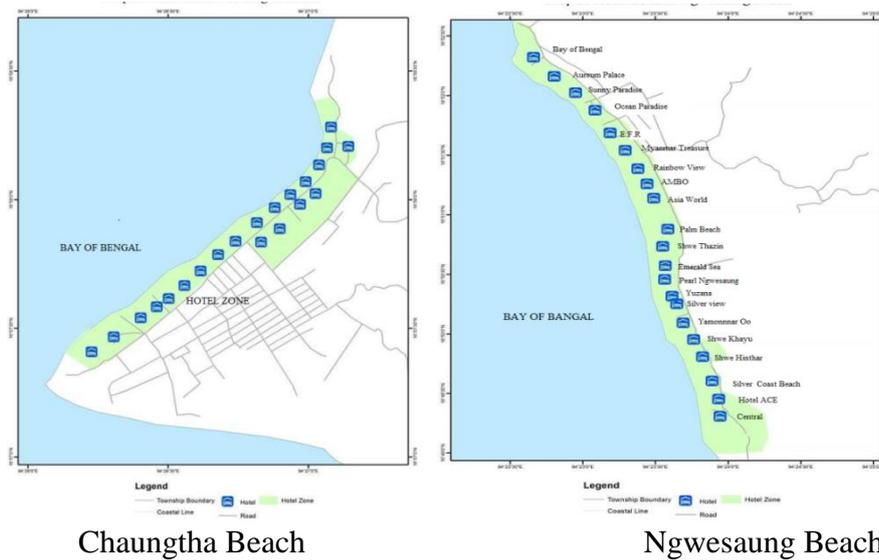


Figure 2. Hotel zone in study area
Source: Google Earth Image, 2012.

Table 2. Development of accommodation in Chaungtha Beach

Year	Hotel	Guest House	Total
1994-95	1	10	11
1997-98	9	15	24
1999-2000	13	21	34
2013-14	21	33	54

Source: Hotel and Tourism Department, Pathein.

When Ngwesaung resort started in 2000, there were no hotels. There were hotels under construction. In 2013, there were 22 hotels, 4 guest houses and only one hotel is under construction. Accommodation is insufficient for holidays such as New Year and Thingyan Holidays. In holiday’s season, room price is the highest and it became double. It is lowest prices in rainy season. Since Ngwesaung has become popular as a beach resort and number of tourists increased. Some accommodation such as guest house, facilities, restaurants, souvenirs shops were opened in Ngwesaung and 70 percent investments come from Pathein and

Yangon. All hotels are owned by people who are living in Yangon and Patheingyi. Most labour come from other area. More than sixty percent of new comers migrated from various part of Ayeyarwady region such as Laputta, Ngaputaw and Myanmya Township. About fifteen percent of labours are local people and twenty five percent come from Yangon and others places.

Administration, security and support services

Ayeyarwady Region Peace and Development Council also issued directives for the systematic maintenance of Chaungtha and Ngwesaung Beaches. To preserve the fine quality of its calmness, the authority concern has certain supportive controls over the beaches. Security is very important for the tourists. Without security arrangement; tourists cannot know the local situation of the beaches. Several police are assigned to keep and watch at different sections of the beach. Infrastructure plays vital role in tourism development such as transportation, electricity, water supply, sewage, restaurants and telecommunication. The electricity is still not sufficient, gets 3 hours per day in the beach areas. The surface well cannot supply for tourism development. Only one hospital takes care for local and tourists.

Assessment on perception of tourists

The responses are divided into 5 levels such as very good, good, fair, poor and very poor. The perception and assessment on Tourism related basic requirement for Chaungtha beach, questionnaires were supplied to 120 domestic and 120 foreigner tourists. At Ngwesaung beach questionnaires are distributed to 90 for domestic and 90 for foreigner tourists' in Table 3 and 4.

Perception of tourist's on attraction

Among the respondents for attraction in Chaungtha Beach, 76 persons of domestic tourists (63% of total tourists) and 64 persons of foreign tourists (53%) respondents as very good, 42 persons of domestic tourists (35%) and 38 persons of foreigner (32%) as good, 2 persons of domestic (2%) and 18 persons of foreigner (15%) as fair but no one as poor or very poor in Table 3. This result indicates that domestic tourists are satisfied upon the beauty of the beach. They majority enjoy visit to the attractive places and walking on the beach.

For attraction in Ngwesaung Beach, 45 persons of domestic tourists (50%) and 56 persons of foreign tourists (62%) respondents as very good, 30 persons of domestic tourists (33%) and 21 persons of foreigner (21%) as good, 15 persons of domestic (17%) and 10 persons of foreigner (11%) as fair, 2 persons of foreign tourists (2%) as poor and 1 person of foreign tourists (1%) for very poor. This result indicates that most foreigners' tourists satisfied upon the beauty of the beach. Some foreigner said that they are most attracted things are the white sands, sun bathing, and sitting on the Beach.

Perception of tourist's on accessibility

In Chaungtha, respondents for accessibility, domestic (67%) and foreign (55%) are very good. In Ngwesaung, domestic (76%) and foreign (56%) are very good. This result indicates that seventy percent domestic tourists are satisfied with accessibility because visitors come from anywhere in private car or passenger cars. Foreigner prefers air way because it is more comfortable and takes short time. Some dislike visiting around the beaches.

Perception of tourist's on accommodation

In Chaungtha beach, 30 persons (25%) domestic tourists responded as very good, 46 persons (39%) domestic tourists responded as good and 36 person (30%) as fair, 4 persons (3%) as poor and very poor. Foreign tourists responded as very good by 66 persons (55%) , good by 44 persons (37%), fair by 10 (8%), but no one as poor or very poor.

In Ngwesaung Beach, domestic tourists responded 38 persons (42%) as very good, 30 persons (33%) as good, 18 persons (20%) as fair, 2 persons (2%) as poor and very poor. Foreign tourist's accommodation are viewed as very good by 69 persons (77%), good by 21 person (23%), but no one as fair, poor or very poor. All hotels are well quality, clean and modern building. They more prefer some hotel furnished with high quality teak, rattan and bamboo. Most hotels are well decorated and facilitated with swimming pool and exercise rooms. Foreign tourists respondents gave positive answer related to accommodation, but domestic tourists are regarded, the free charged in hotel are expensive.

Perception of tourist's on communication

In Chaungtha beach, domestic tourists responded 44 persons (37%) as very good, 24 persons (20%) as good, 28 persons (23%) as fair, 4 persons (3%) as poor and 20 persons (17%) as very poor. Foreign tourists responded as very good by 36 (30%), good by 34 persons (28%), fair by 20 (17%), poor by 16 persons (13%) and very poor by 14 persons (12%).

In Ngwesaung beach, domestic tourists responded 40 persons (44%) as very good, 24 persons (27%) as good, 8 persons (9%) as fair, 4 persons (4%) as poor and 14 persons (16%) as very poor. Foreign tourists responded as very good by 62 (70%), good 20 persons (22%), fair by 4 (4%), poor by 4 persons (4%) and but no one as very poor. Concerning communication, most of the tourists were not satisfied with existing condition. Communication systems are not good. Majority often feel disturbed by difficult of phone contact or internet access at the beach. Most tourists gave suggestions to upgrade the communication systems and to provide better arrangement within the beach zone.

Perception of tourist's on food

Tourists like seafood such as lobster, prawn, fresh fish, crab and crawfish. The fresh seafood is available at the hotel. In Chaungtha beach, domestic tourists responded 28 persons (23%) as very good, 24 persons (20%) as good, 20 persons (17%) as fair, 32 persons (27%) as poor and 16 persons (13%) as very poor. Foreign tourists responded as very good by 50 (42%), good by 40 persons (35%), fair by 22 (18%), poor by 8 persons (7%) and but no one as very poor.

In Ngwesaung, foreign tourists are viewed as very good 83 percent and 11 percent regard as good. Domestic's tourists responded 42 percent as very good, 36 percent as good, 9 percent as fair, 11 percent as poor and 2 percent as very poor. Foods served at the hotel are very good and delicious. These foods are very delicious and reasonable prices for foreign tourists'. Some seafood are high prices for domestic tourists. Thus, domestic tourists are not satisfied with foods.

Table 3. Assessment on perception of tourists at Chaungtha Beach

Sectors	Tourists	very good		Good		Fair		Poor		very poor		Total	
		Number	%	number	%	number	%	number	%	number	%	number	%
Attraction	Domestic	76	63%	42	35%	2	2%	0	0	0	0	120	100
	Foreign	64	53%	38	32%	18	15%	0	0	0	0	120	100
Accessibility	Domestic	80	67%	18	15%	14	12%	8	6%	0	0	120	100
	Foreign	66	55%	40	33%	8	7%	6	5%	0	0	120	100
Accommodation	Domestic	30	25%	46	39%	36	30%	4	3%	4	3%	120	100
	Foreign	66	55%	44	37%	10	8%	0	0	0	0	120	100
Communication	Domestic	44	37%	24	20%	28	23%	4	3%	20	17%	120	100
	Foreign	36	30%	34	28%	20	17%	16	13%	14	12%	120	100
Food	Domestic	28	23%	24	20%	20	17%	32	27%	16	13%	120	100
	Foreign	50	42%	40	35%	22	18%	8	7%	0	0	120	100

Source: Based on questionnaires.

Table 4. Assessment on perception of tourists at ngwesaung Beach

Sectors	Tourists	very good		Good		Fair		Poor		very poor		Total	
		Number	%	number	%	number	%	number	%	number	%	number	%
Attraction	Domestic	45	50%	30	33%	15	17%	0	0	0	0	90	100
	Foreign	56	62%	21	24%	10	11%	2	2%	1	1%	90	100
Accessibility	Domestic	68	76%	20	22%	2	2%	0	0	0	0	90	100
	Foreign	50	56%	30	33%	10	11%	0	0	0	0	90	100
Accommodation	Domestic	38	42%	30	33%	18	20%	2	2%	2	2%	90	100
	Foreign	69	77%	21	23%	0	0	0	0	0	0	90	100
Communication	Domestic	40	44%	24	27%	8	9%	4	4%	14	16%	90	100
	Foreign	62	70%	20	22%	4	4%	4	4%	0	0%	90	100
Food	Domestic	38	42%	32	36%	8	9%	10	11%	2	2%	90	100
	Foreign	75	83%	15	17%	0	0	0	0	0	0	90	100

Source: Based on questionnaires.

Tourism Development in the Study Area

Tourist arrivals in beaches within Ayeyarwady Region

Chaungtha Beach is developed gradually and tourists to the seaside also increased year by year. Tourists can be classified as domestic tourists and foreign tourists. The total number of tourist's arrivals at Chaungtha in 1994-95 was 110,960 persons, including 10,736 persons (97%) domestic and foreign 360 persons (3%). It was 136,643 tourists in 2000-2001 and this number increased to 168,269 in 2010-11, 183,936 persons in 2012-13 and 199,715 tourists in 2013-14. According to table the arrival of domestic tourists 195,548 (98%) and foreign tourists 4,167 (2%) are also increased in 2013-14. The number of domestic tourists was higher than foreign tourists being located closer to Yangon city and low cost for visiting. Hotels, guest houses, souvenir shops and restaurants have to depend on domestic tourists. 45 percent of domestic tourists come from Yangon and 55 percent come from other regions.

Total number of tourist arrivals in Ngwesaung Beach; it was 10,521 tourist in 2000 and this number increased to 39,746 tourists in 2013-14. The total number of tourist arrivals was 39,746 at Ngwesaung in 2013. Of these, 30,819 or 78% were domestic and 8,927 or 22% were foreign tourists. 52% of domestic tourists come from Yangon and 48% from other places. The number of domestic tourists that arrived at Ngwesaung and Chaungtha Beaches were usually high, due to cheaper cost than Ngapali Beach. Foreign tourists prefer peace and tranquility of Ngwesaung beach. The rapid development of beach resorts within Ayeyarwady Region for domestic tourists is its crowdedness and festive atmosphere and easy access by car. Generally, most of the people like to travel beaches in the dry season for recreation. The peak months are during the long summer holidays Thingyan festival (April), Christmas and New Year (December). The prices of hotels are also highest in these seasons. The lowest numbers of visitors are during the rainy season from June to September.

Table 5. Arrivals of Tourists at Chaungtha Beach

Years	Arrivals of Tourists				
	Chaungtha				
	Domestic	%	Foreign	%	Total
1994-1995	10736	97	360	3	11096
2000-2001	130085	95	6558	5	136643
2010-2011	166084	99	2185	1	168269
2012-2013	179827	98	4109	2	183936
2013-2014	195548	98	4167	2	199715

Source: Hotel and Tourism Department, Patheingyi

Table 6. Arrivals of Tourists at Ngwesaung Beach

Years	Ngwesaung				
	Domestic	%	Foreign	%	Total
2011-2012	12472	70	5341	30	17813
2012-2013	19328	78	5412	22	24740
2013-2014	30819	78	8927	22	39746

Source: Hotel and Tourism Department, Patheingyi.

Domestic Tourist Arrival in Beaches

In 2013-2014, according to interviews, 195548 persons (98%) domestic tourists arrived at Chaungtha beach. Of these, 45% come from Yangon City, 28% from Ayeyarwady Region, 15 percent from Mandalay and 12 % from others place in figure 3. In 2013-2014, 30819 persons (78%) domestic tourists arrived at Ngwesaung beach. Among the respondents of Ngwesaung Beach, 52 percent came from Yangon, 23 percent from Ayeyarwady region, 18 percent from Mandalay and 7 percent from other regions in figure 4. The respondents include 32 percent were students, 40 percent were workers of various level and 28 percent were dependents. Those who come by bus represented 52 percent and 48 percent came by own car. Most of the domestic tourists visiting beaches spend two or three days. Most of foreign tourists visiting these beaches spend four to six days. Most respondents gave suggestion to upgrade the condition of transportation and telecommunication.

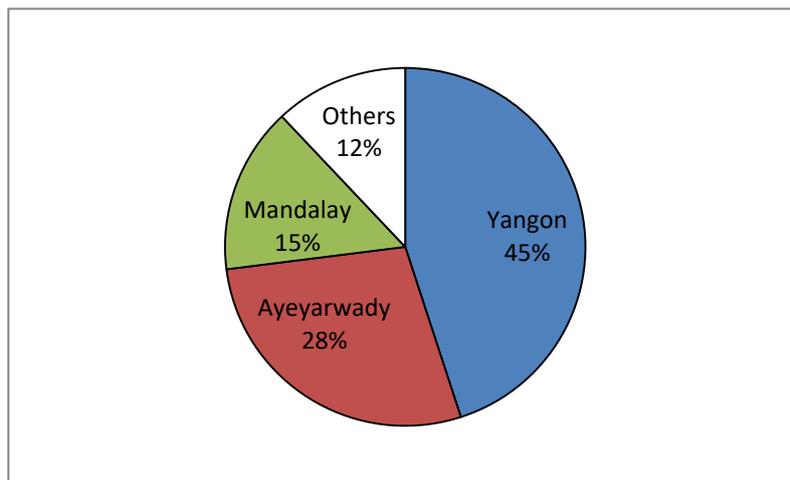


Figure 3. Domestic tourist arrivals in Chaungtha Beaches by residence
Source: Based on questionnaires

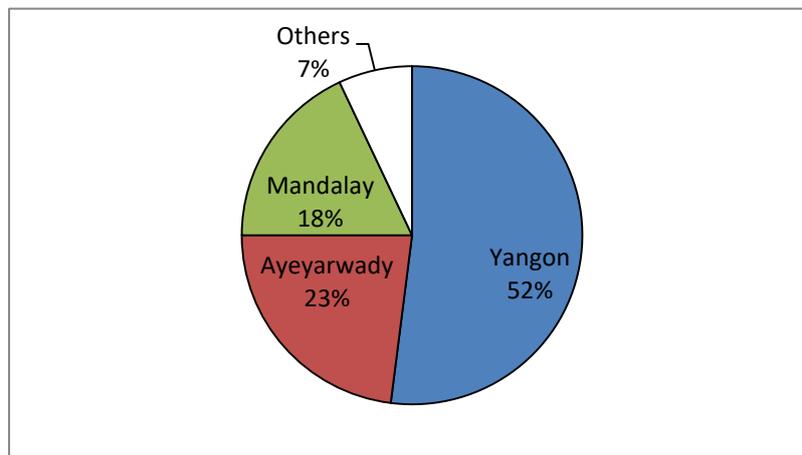


Figure 4. Domestic tourist arrivals in Ngwesaung Beach by residence
Source: Based on questionnaires.

Nationalities of foreign tourists arriving in Chaungtha

In 2013-14, 4,167 foreign tourists arrived at Chaungtha Beach. Germany is the greatest number with 639 persons (15.33%), follow by China with 515 persons (12.36%), and France with 432 persons (10.37%). In 1999-2000, Africa tourists arrived in Chaungtha, among them 13persons (0.59 %) were from Egypt and 40 persons (1.18%) were from South Africa. In 2013-14, African tourists did not arrived in this beach.

Table 7. Nationalities of foreign tourists arriving in beach resorts

Sr.No	Country	Chaungtha		Ngwesaung	
		Person	Percentage	Person	Percentage
	NORTH AMERICA				
1	Canada	108	2.59	253	2.83
2	America	209	5.02	566	6.34
	WEST EUROPE				
3	Austria	216	5.18	507	5.68
4	Belgium	79	1.90	181	2.03
5	France	432	10.37	727	8.14
6	Germany	639	15.33	1233	13.81
7	Italy	103	2.47	248	2.78
8	Switzerland	171	4.10	292	3.27
9	U.K	15	1.00	5	0.06
10	Netherlands	54	1.30	179	2.01
11	Spain	77	1.85	136	1.52
12	Others	225	5.40	652	7.30
	ASIA				
13	Hongkong	13	1.00	3	0.03
14	Japan	184	4.42	132	1.48
15	Malaysia	63	1.51	88	0.99
16	Singapore	96	2.30	149	1.67
17	Thailand	137	3.29	112	1.25
18	China	515	12.36	811	9.08
19	Taiwan	45	1.08	146	1.64
20	Korea	87	2.09	192	2.15
21	Bangladish	15	1.00	53	0.59
22	India	23	0.55	88	0.99
23	Others	206	4.94	738	8.27
	OCEANIA				
24	Australian	21	0.50	24	0.27
25	New Zeland	58	1.39	164	1.84
26	Others	147	3.53	418	4.68
	EAST EUROPE				
27	Russia	87	2.09	383	4.29
28	Others	142	3.41	447	5.01
	TOTAL	4167	100	8927	100

Source: Hotel and Tourism Department, Pathein (2013-14).

Nationalities of foreign tourists arriving in Ngwesaung

In 2013, 8927 foreign tourists arrived at Ngwesaung Beach. Of course, 1233 person (13.8%) were from Germany, 811 persons (9.08%) from China and 727 person (8.14%) were from France. Germans tourists that arrived at both beaches were greatest in number. Most prefer accommodation and food. Chinese are second highest and they like accommodation, beaches and food. They suggest that recreations and cleanliness is needed on the beach and all hotels should have internet access to easy communication.

8. Impacts of Tourism Development

The study of tourism is recently emphasized on economic, social and cultural impact of areas concerned. Tourism has a great number of environmental problems. Apart from the positive and negative environmental impacts, which are caused directly by the tourism industry, there are several impacts which can be indirectly attributed to tourism activity within a destination. The number of tourists increase, there may be some environmental problems such as air, water and noise pollutions, congestion. Air pollution causes mainly due to motor traffic and to the production and use of energy. Water pollution appears due to discharge of untreated waste water due to the absence of malfunctions of sewage treatment hotels, waste from the shop and discharge of solid waste from pleasure boats and motor boating. Some villages are close to the beach and from the villages can spoil the scenic beauty of the beach. Noise pollution mainly due to motor traffic used for recreational purposes but also to the crowds of tourists themselves and entertainments provided for them. The construction of roads, bridge, and hotel, there may be creating deforestations, soil erosion, destruction of flora and fauna and loss of agricultural lands. Conservation works are as more capital investment for environmental beautification such as clean of the beach. Cutting down certain coconut tree can affect the beauty of the beach. The environmental impact of tourism on beach resorts reveals negative effects.

With the development of the tourism, it improves infrastructures such as construction of dams, upgrading and extension of roads and new bridges in beach resorts. Tourism creates foreign earning into the economy of a destination country. Local people who have a direct relation with tourism i.e people who are serving or supplying the tourism industry, personal in the catering trade, transportation, shop, local tourist business, entrepreneurs supporting the tourism industry. All these people derive most of this income from tourism. In beach resorts area, the economic activities are fishing, agriculture and animal rearing and they are not just sufficient for local people. The whole region is developed because of development of tourism industry. Most of the local people are now earnings from hotel sites, agricultural, fishing and handicraft work. The living standards are improved greatly. Job opportunities are also opened in tourism and communication and transportation improve. Foreign exchange earnings increase due mainly to increasing foreign visitors year by year, which help the national economy to a certain extent.

These two beach resort areas have increase in population because of migration from other areas. The distributions of tourists are uneven both temporally and spatially. There are over-crowding and space competition in Thingyan and New Year. Mutual understanding can cause antipathy because of differences in cultural behaviour between tourists and local people. Local people improve in English speaking and can get new knowledge.

Table 8. SWOT Analysis on the Tourism Development of Beach Resorts in Ayeyarwady Region

	Strength	Weakness	Opportunities	Threats
Attraction	New interest places, islands, beach, local food (fresh sea food)	Less efficient in superstructure and infrastructure, lack of cleanliness and poor food sanitation	Resort Tourism, day return trip by boat from beaches, Under water park and can be integrated ecotourism	Change of ecosystem, loss of marine animals and degradation of environment
	Natural Environment	Need for protection and conservation	Create new attraction sites and district attraction places peculiarity	Investment needed, Treat to natural ecosystem
	Suitable Climate	Less arrival in rainy season		Climate change(storm)
Accessibility	Easy access to trip within one days by road, waterway	No air trip, No railway line, Short length of stay	Can fly airline, extension and upgraded road lines	Lost of forest , change in Land Use and more pollution and mass tourism
Accommodation	New hotels, motels, inn, guest house, home stay	Some services poor, need high quality accommodation and low quality	Can get more services, good quality accommodation and job opportunities	Increase in cost , market competition within the hotel, more pollution, decrease in labour for other sector

Source: field observations and interview, 2014.

9 Findings, Suggestions and Conclusion

Findings

While foreign tourists prefer Ngwesaung Beach as the water is clearer with very low contents of sediments there, domestic tourists prefer Chaungtha Beach. Ngwesaung Beach enriches the attractiveness of the beach environment, such as fine white sand, bluish clear water, long and white sand beach, coconuts palm, tropical trees and modern style hotels. Negative environmental impacts can also appear due to tourism development, so it is necessary to sustain and conserve. Local people face high prices. In the area, local residents have low education levels and poor knowledge on natural environment. Electricity available is of importance to get development in the area. As generators are used to get

electricity in the hotel, accommodation cost for tourists increased in some extent. Job opportunities for local people increase due to immigration from other place to the study area. Purified drinking water is scarce and local people have to buy the purified drinking water for daily consumption. Marketing on the beach, unsystematic waste disposing and etc. cause environmental deterioration in the area. Burning for land clearing and baking charcoal also cause water pollution. Environmental deterioration including pollution is found in Chaungtha Beach and it is needed to conserve the Ngwesaung Beach by prohibiting the selling and the driving bullock cart and horse carts on the beach. Burning the waste on the beach because the water pollution and water in the area become dark .It is necessary to produce the local product based on local raw materials; local people economy will be upgraded by selling souvenirs produced in the area. It is also needed to protect tidal forest in the area.

Suggestions

Beaches, within the Ayeyarwady Region, are also needed that beaches have enough electricity and communication such as internet for its developments. They should search for new attractive places. The easy of transport to the destination is one of the most important factors in decision making for the choice of a recreation site. Therefore, the road surface needs to be repaired for easy and smooth flow of traffic. The increase in the number of tourists will further enhance the construction of new hotels. The infrastructure required for tourism industry are new hotels, motels, restaurants, water supply, sanitation, medical services, safety and security, transport and communication. An entertainment services should be systematically arranged on the beach. The construction of hotels with more than two-storey should not be allowed. New high quality hotels and related facilities are also required in the beaches. Telecommunication, Infrastructure and super structure are inevitably needed. The fires and the clearing and burning of the tree for making charcoal along the beach result in the poor quality of water and black sand. Burning the waste on the beach causes the water pollution and water in the area becomes dark. Making charcoal along U-do creeks should be banned in order to protect Chaungtha Beach from pollution. It is necessary to produce the local product based on local raw materials, local people economy will be upgraded by selling souvenirs produced in the area, and it is also needed to protect tidal forest in the area. Electricity availability is one of the major necessities to develop the area. Based on the requirements of the local people for development, plans should be made to solve the problems of electric power supply in Chaungtha and Ngwesaung beaches. Erecting stalls along the beach and throwing little into the sea or holes dug on the beach, which degrade the natural environment and affect the ecological system, should be taken into account of. In order to increase the profits from tourism, souvenir shop should be upgraded and erected in the most suitable places.

Conclusion

In conclusion, tourism has been expanding rapidly over the since last three decades, and it may be expected to continue its dynamic growth. Tourism is an important economic sector for the study area. Tourism development is necessary for country economy, it create job opportunities and generating income for the country. The seaside becomes the popular after 1996, and as a result tourists to Chaungthar Beaches increase year by year. Due to the transportation condition of the region improved greatly. At the present governmental departments have drawn up plans to upgrade, tourism requires definite policy planning, beach resorts to a peaceful and pleasant modern ideal seaside resorts. Beaches are necessary to do sustainable development because it is important for local economy. Co-operative efforts are needed from improvement of full-services facilities available at hotels, an increase in the

number of new tourist destinations, preservation of the ecological system, including mangrove forests, coral reefs and sandy beaches, ensuring safe travel for foreign tourists, and providing them with health care at advanced clinic and hospitals, thereby creating better job opportunities, increasing income, raising the living standards and eradicating poverty. According to the figure 5, it can be vividly seen that cooperative-efforts among public and private sectors, local people and tourists are required for tourism development. In the same way, taking into account of forth coming tourism impacts, the public sectors, the private sectors, local people and tourists are required to make cooperative endeavours. Thus everyone is responsible for tourism development of Myanmar. The responses are divided into 5 levels for the assessment on perception of tourists. For attraction, foreign tourists are satisfied on beauty of the beach. The most (70%) people are attracted to the white sand, blue sea, and sitting on the beach. For the foreigners, Ngwesaung beach is favourable for breathing fresh air and sun-bathing. Foreign tourists respondents gave positive answer related to accommodation, but domestic tourists are regarded, the free charged in hotel are expensive. Concerning communication, most of the tourists were not satisfied with existing condition. Communication systems are not good. Majority often feel disturbed by difficult of phone contact or internet access at the beach. Most tourists gave suggestions to upgrade the communication systems and to provide better arrangement within the beach zone. Foods are very delicious and reasonable prices for foreign tourists' but some seafood are high prices for domestic tourists' therefore domestic tourists are not satisfied with foods. According to the analytical approaches, domestic tourists prefer Chaungtha to Ngwesaung while Ngwesaung remains a destination for foreign tourists. It can be noted that natural beauties of Chaungtha are seriously damaged by water and air pollution while Ngwesaung which still remains unaffected draws the attention of foreign tourists. Tourism has become an important economic sector in Myanmar. Therefore, all responsible stake holders, private and public sector, local people and visitors should together undertake the need measures to become sustainable tourism, conservation and responsible tourism in figure 5.

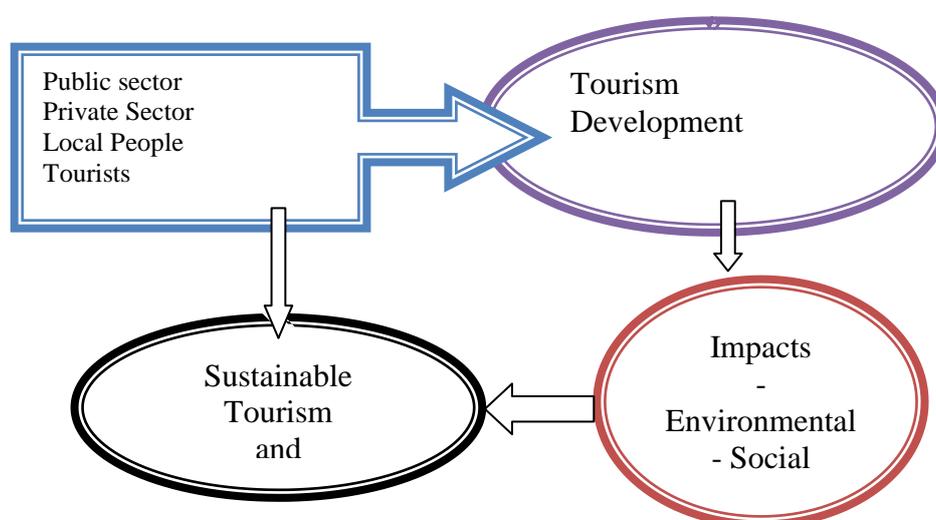


Figure 5. Sustainable tourism and conservation for beach resorts

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